

# **Social media promotion of R208 and Quality Apprenticeships**

**6 March - 10 April**

Developed by ITCILO and the SKILLS Branch (ILO)



## ► Why and how to participate?

For a period of 5 weeks, with 2 publications per week, we wish to distribute content via social networks to:

- Inform and raise awareness among workers, employers and policy makers about R208 and the benefits of quality apprenticeships
- Combating stereotypes about apprenticeships

To facilitate the process, we have created a kit that includes a detailed calendar of publications for social media (LinkedIn, Instagram, Facebook, etc.) with the **text associated with each social media card and the days of publication, which you can copy and paste to publish from your accounts.** You can participate by following the calendar, but also use the cards and text produced outside of this calendar whenever you wish, for example to support the promotion of national apprenticeships events.

Find our weekly postings here:

[LinkedIn \(ILO\)](#)

[LinkedIn \(ITCILO\)](#)

## ▶ User Guide to Customized Social Media Posts for R208

We provide you with **customizable materials**, empowering you to effectively promote our initiative. Below are **step-by-step instructions on how to personalize the social media posts** with your logo.

- ▶ **Get the Template:** Access the editable Canva template to the following link: [Social Media Cards editable](#).
- ▶ **Add Your Organization's Logo:** Place your organization's logo next to the ITCILO logo, matching size and height.
- ▶ **Disclaimer:** Before incorporating your organization's logo into the materials provided, kindly seek approval from ACTEMP and ACTRAV. Contact us at [actempturin@itcilo.org](mailto:actempturin@itcilo.org) and [actrav\\_turin@itcilo.org](mailto:actrav_turin@itcilo.org).



**We need your support for a  
better and wider dissemination  
of these messages!**

# Calendar for publications

<b>WEEK 1 (6 TO 13 MARCH)</b>	<b>Post 1 :</b>	Apprenticeships prepare to the Digital, Green and Social Transitions
	<b>Post 2 :</b>	All apprentices must equally benefit from learning
<b>WEEK 2 (13 TO 20 MARCH)</b>	<b>Post 3 :</b>	Apprenticeships ease school to work and job to job transitions.
	<b>Post 4 :</b>	Apprentices are not cheap workers
<b>WEEK 3 (20 TO 27 MARCH)</b>	<b>Post 5 :</b>	Apprenticeships are the best way to Learn & Earn
	<b>Post 6 :</b>	There is no place for violence and harassment in apprenticeships
<b>WEEK 4 (27 MARCH TO 3 APRIL)</b>	<b>Post 7 :</b>	Quality Apprenticeships enhance the productivity of enterprises.
	<b>Post 8 :</b>	Apprenticeships are not a second-class learning path
<b>WEEK 5 (3 TO 10 APRIL)</b>	<b>Post 9 :</b>	Quality apprenticeships apply to all levels of qualifications
	<b>Post 10 :</b>	Social dialogue is the foundation of Quality Apprenticeships.

## POST #1

### **100 Apprenticeships prepare to the Digital, Green and Social Transitions**

The development and promotion of quality apprenticeships can provide opportunities for people of all ages to skill, reskill and upskill continuously amidst the disruptions caused by globalization, climate and social change, as well as technological advancements.

In fact, quality apprenticeships increase the market relevance of skills development programmes through the collaboration between employers and educators, as well as public and private sector. They can be a successful avenue for both young people and adults and seeking to change industry or occupation, upgrade their skills or enhance their employability.

ILO Recommendation 208 lays down measures to promote quality apprenticeships that provide skilling opportunities for all and improved protection of apprentices.

🌐 It is time to build a more resilient society with #QualityApprenticeships for all.

#R208 #ILO #DecentWork

▶ CARDS | POST #1



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▶ Apprenticeships  
prepare to the  
Digital, Green  
and Social  
Transitions



▶ #QualityApprenticeships for all

## POST #2

### All apprentices must equally benefit from learning

We need strong measures to make sure that the situation and needs of persons belonging to one or more vulnerable groups are taken into account in the design and delivery of apprenticeships, to achieve equality, diversity and social inclusion.

Gender equality and balance must be promoted in all aspects of apprenticeships, including in access to training, in order to stop the reproduction of gender segregation in the labour market.

ILO Recommendation 208 calls for the promotion, development and delivery of quality apprenticeships that take into account these aspects and provide the best learning opportunities and experiences to all.

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#R208 #ILO #DecentWork #YouthEmployment



▶ CARDS | POST #2



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▶ **All apprentices must equally benefit from learning**



▶ #QualityApprenticeships for all

## POST #3

### → Apprenticeships ease school to work and job to job transitions

In fact, they can improve employability and strengthen the link between the education system and the changing needs of the labour market. As the world of work is shifting to a skills-based economy, increased investment in skills and lifelong learning – including through apprenticeships - is the investment we need to make for the future.

Also, within a context of uncertainty surrounding the employment relationship, having the right set of skills can help the apprentices to access the job they want, and facilitate transitions from irregular forms of work.

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#R208 #ILO #DecentWork #YouthEmployment

▶ CARDS | POST #3



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▶ Apprenticeships ease school to work and job to job transitions



▶ #QualityApprenticeships for all

## ▶ POST #4

### ✘ Apprentices are not cheap workers

The ILO Recommendation 208 calls for measures to make sure that apprentices are well protected and adequately remunerated, have access to social protection and other entitlements that provide for a safe and fair working environment.

Fundamental Principles and Rights at Work apply to apprentices:

- No apprentices below 14 years of age and under 18 years of age for dangerous occupations
- No forced labour
- Apprentices have the right to form or join the worker's organization of their choice to defend their rights and interests
- Apprentices should be protected from Occupational Safety and Health hazards.
- Measures should be in place to ensure there is no discrimination in accessing and benefiting from apprenticeships.

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#R208 #ILO #DecentWork #RightsAtWork

▶ CARDS | POST #4



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▶ **Apprentices  
are not  
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workers**



▶ #QualityApprenticeships for all

## POST #5

### Apprenticeships are the best way to learn and earn

Quality apprenticeships combine on-the-job and off-the-job training with a remuneration or other financial compensation, which makes them a great choice for young people who need training but also need to make an income.

It can also reduce the need for student loans or other education financing options, therefore making it a more accessible option.

The ILO Quality Apprenticeship Recommendation 208 calls for apprentices to receive adequate remuneration or other financial compensation.

 It is time to build a more resilient society with #QualityApprenticeship for all.

#R208 #ILO #DecentWork

CARDS | POST #5



The graphic features a dark blue header with the ILO logo and text on the left, and the ITC logo and text on the right. The main body is a teal color with a white text block and an illustration of three people. The bottom has a yellow and dark blue footer with a hashtag.

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▶ Apprenticeships are the best way to earn and learn

▶ #QualityApprenticeships for all

## POST #6

### ✘ There is no place for violence, harassment and exploitation in apprenticeships

Apprentices must be protected from violence, harassment or exploitation just like any other worker. Being exposed to violence, harassment or exploitation may affect a person's psychological, physical and sexual health, and family and social environment. In addition, it can undermine the learning process and the long-term engagement of apprentices in the workplace.

Violence and harassment may also prevent persons, particularly women and persons belonging to one or more vulnerable groups, from accessing, remaining and advancing in the labour market.

ILO Recommendation 208 calls for effective measures to prevent and eliminate any discrimination, violence and harassment and exploitation against apprentices and to provide access to appropriate and effective remedies.

🌐 It is time to build a more resilient society with #QualityApprenticeship for all.

#R208 #ILO #DecentWork



▶ CARDS | POST #6



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▶ **No place for violence,  
harassment and  
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apprenticeships**



▶ #QualityApprenticeships for all

## POST #7

### **Quality apprenticeships enhance the productivity of enterprises**

Off-the-job learning by itself is unlikely to equip learners with all the skills needed by employers.

By bridging the gap between education and the world of work, quality apprenticeships can be a winning solution for addressing the growing skills gaps and mismatches that enterprises face in a changing environment.

Apprenticeship systems and programmes built through strong social dialogue and public-private partnerships equip apprentices with the skills demanded by employers, providing them with a skilled workforce adapted to changing needs.

ILO Recommendation 208 calls for a wide range of measures to promote quality apprenticeships in a way that benefits workers and enterprises, including micro, small and medium-sized ones.

🌐 It is time to build a more resilient society with #QualityApprenticeship for all.

#R208 #ILO #DecentWork #SkillsMismatches #EnterpriseProductivity

▶ CARDS | POST #7



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▶ Apprenticeships  
enhance  
productivity of  
enterprises



▶ #QualityApprenticeships for all

## POST #8

### Apprenticeships are not a second-class learning path

Apprenticeships are often still perceived as a second-class choice compared to university degrees, perpetuating stereotypes and limiting the acquisition of market-relevant skills.

However, in countries where quality apprenticeships are a reality, they are also increasingly appreciated by employers and learners for training at all levels – including at tertiary education level – as employers are looking for practical experience as well as qualifications.

The new ILO Recommendation 208 seeks to challenge the perception that apprenticeships are a second-class choice, by providing labour standards to promote and regulate apprenticeships in order to improve their quality and make it a more attractive choice.

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#R208 #ILO #DecentWork

▶ CARDS | POST #8



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▶ **Apprenticeships  
are not a  
second-class  
choice**



▶ #QualityApprenticeships for all

## ▶ POST N #9

### 🔄 Apprenticeships apply to all levels of qualification

Although many apprenticeships are carried out at secondary level, they can be a successful model at higher levels of qualification too, including for post-graduate training.

In fact, many graduates face difficulties in finding a job and in meeting the increasingly complex and unpredictable skills requirements of the labour market. Apprenticeships can help close the gap between jobs, skills in demand, and learners' aspirations at different levels of education and qualification.

ILO Recommendation 208 advocates for a holistic approach that not only addresses the immediate needs of the labour market but embeds apprenticeships within a lifelong learning perspective.

🌐 It is time to build a more resilient society with #QualityApprenticeship for all.

#R208 #ILO #DecentWork #LifelongLearning

CARDS | POST #9



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## POST N#10

### 🗨️ Social dialogue is the foundation of Quality Apprenticeships

The journey towards the development of skills and lifelong learning is not an individual pursuit—it requires the concerted efforts of governments, employers, and workers alike to make sure that apprenticeships become an attractive option.

ILO Recommendation 208 sets the international standard for quality apprenticeships, and social dialogue is the way to define national priorities based on this standard. The Recommendation calls for the involvement of social partners in the design, implementation, monitoring and evaluation of frameworks, systems, policies and programmes for quality apprenticeships.

It also calls for effective partnerships to promote quality apprenticeship programmes, including through tripartite national, sectoral or occupational skills bodies.

🌐 It is time to build a more resilient society with #QualityApprenticeship for all.

#R208 #ILO #DecentWork #SocialDialogue



▶ CARDS | POST #10



The graphic features a blue header with the ILO logo and text on the left, and the ITC logo and text on the right. The main body is yellow with a red and blue footer. It contains a title, a group of five diverse people, and a hashtag.

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▶ **Social dialogue: the foundation  
of Quality Apprenticeships**



▶ #QualityApprenticeships for all

**▶ Thank you for your support.**

If you have questions, don't hesitate to reach out

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